

ORDER



Orders
Order / Rev: 163475
Alt Order #: 06837336
Product Desc: issue
Estimate: 1530
Flight Dates: 07/31/12 - 08/06/12
Original Date / Rev: 07/27/12 / 08/08/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007-3674

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: DSCC Democratic Senatorial Campaign
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 09/01/09
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/06/12	26	\$13,500.00	\$11,475.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	26	\$13,500.00	\$11,475.00	0.00
Totals	26	\$13,500.00	\$11,475.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KOB	39%	\$13,500.00
Market	100%	\$34,615.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

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KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	07/31/12	08/03/12	Good Day New Mexico 10M Good Day New Mexico 11a	CM	M-F 11a-1130a (4:00 PM-4:30 PM)	-TWTF--	:30	4	\$400.00	1	0.00 NM	4	\$1,600.00
GOOD DAY NM PRG CHANGED														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	-TWTF--	4			\$400.00	0.00					
E 2	All	07/31/12	08/03/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p (4:30 PM-5:00 PM)	-TWTF--	:30	4	\$400.00	1	0.00 NM	3	\$1,200.00
JUDGE JUDY DAYS REVISED														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	-TWTF--	4			\$400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	All	07/30/12-08/05/12		Judge Judy-P/ DR 4p/ 430p		M-F 4p-5p (4:30 PM-5:00 P	TwThF----	:30	(\$400.00)	0.00	NM			
Credited [preempted spots]														
E 3	All	07/31/12	08/03/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	-TWTF--	:30	4	\$850.00	1	0.00 NM	4	\$3,400.00
TODAY SHOW DAYS REVISED														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	-TWTF--	4			\$850.00	0.00					
E 4	All	08/06/12	08/06/12	Good Day New Mexico 10M Good Day New Mexico 11a	CM	M-F 11a-1130a (4:00 PM-4:30 PM)	M-----	:30	1	\$400.00	1	0.00 NM	1	\$400.00
GOOD DAY NM PRG CHANGED														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	M-----	1			\$400.00	0.00					
E 5	All	08/06/12	08/06/12	Judge Judy-P/ DR 4p/ 430p Judy Judy-P/ DR 4p/ 430p	CM	M-F 4p-5p (4:30 PM-5:00 PM)	M-----	:30	1	\$400.00	1	0.00 NM	1	\$400.00
JUDGE JUDY DAYS REVISED														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	M-----	1			\$400.00	0.00					
E 6	All	08/06/12	08/06/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a	M-----	:30	1	\$850.00	1	0.00 NM	1	\$850.00
TODAY SHOW DAYS REVISED														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	M-----	1			\$850.00	0.00					
E 7	All	07/31/12	08/03/12	Olympics Latenight M-F Olympics Latenight M-F	CM	M-F 1135p-1235a	-TWTF--	:30	6	\$400.00	2	0.00 NM	6	\$2,400.00
MKGD FOR SPOTS N/A LNS 1,5-7,11-12 MKGD FOR SPOTS N/A LNS 1,5-7,11-12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		07/30/12	08/05/12	-TWTF--	6			\$400.00	0.00					
E 8	All	08/06/12	08/06/12	Olympics Latenight M-F Olympics Latenight M-F	CM	M-F 1135p-1235a	M-----	:30	2	\$400.00	2	0.00 NM	2	\$800.00
MKGD FOR SPOTS N/A LNS 1,5-7,11-12 MKGD FOR SPOTS N/A LNS 1,5-7,11-12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	M-----	2			\$400.00	0.00					
E 9	All	07/31/12	08/03/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p	-TWTF--	:30	2	\$850.00	1	0.00 NM	2	\$1,700.00
MKGD FOR SPOTS N/A LNS 1,5-7,11-12 MKGD FOR SPOTS N/A LNS 1,5-7,11-12														

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E 9	All	07/31/12	08/03/12	News 4 @ 5p M-F News 4 @ 5p M-F	CM	M-F 5p-530p -TWTF--	:30	2	\$850.001		0.00 NM	2	\$1,700.00
				MKGD FOR SPOTS N/A LNS 1,5-7,11-12		NEWS							
				MKGD FOR SPOTS N/A LNS 1,5-7,11-12									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 07/30/12	08/05/12	-TWTF--		2		\$850.00			0.00		
E 10	All	07/31/12	08/03/12	News 4 Today I 5a-530aCM News 4 Today I 5a-530a	CM	M-F 5a-530a -TWTF--	:30	1	\$350.001		0.00 NM	1	\$350.00
				MKGD FOR SPOTS N/A LNS 1,5-7,11-12		NEWS							
				MKGD FOR SPOTS N/A LNS 1,5-7,11-12									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 07/30/12	08/05/12	-TWTF--		1		\$350.00			0.00		
N 11	All	08/03/12	08/03/12	Olympics Latenight M-F CM Olympics Latenight M-F	CM	M-F 1135p-1235a ----F--	:30	1	\$400.002		0.00 NM	1	\$400.00
				MKGD FOR SPOTS N/A LNS 1,5-7,11-12		OLYMPIC LATE NIGHTS							
				MKGD FOR SPOTS N/A LNS 1,5-7,11-12									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>		
		Week: 07/30/12	08/05/12	----F--		1		\$400.00			0.00		
Totals												26	\$13,500.00

*Tax 1 Note: ABQ 7%.